



Global Linguistics Company - A Case Study

How a Global Linguistics Software Company Uses BluLogix to Establish Reliable, Recurring Cash Flow

About the Customer

A global, industry-leading linguistics software company who offers translation services.

GOALS

- Become more competitive by moving to a new subscription model.
- Establish recurring revenue for more predictability and stability.
- Invest in enabling technology to support a subscription, quote-to-cash process.

CHALLENGES

The Company was close to engaging an industry-leading billing solution that, at its core design, had significant shortcomings for B2C subscriptions. The lack of the following key functionality meant limited product and market reach.

- Multi-product catalog groups; category & types.
- Price quote configuration.
- Order provisioning and fulfillment.
- Globalization - VAT, multi-currency, multi-lingual support.
- Native payment portal and e-commerce.
- Consumption metering and rating.

SUMMARY

INDUSTRY

Language Services

KEY OUTCOMES

Competitive Subscription Offerings

Reliable, Recurring Revenue

Overage Revenue Stream

BLULOGIX SOLUTION

BluQ

eCommerce Storefront

ABOUT BLULOGIX

As the world's most experienced B2B billing and monetization experts, BluLogix delivers a subscription and consumption billing platform that accelerates revenue growth, enables digital transformation, and empowers channels. BluLogix is committed to helping customers solve complex billing problems by leveraging a proven, adaptable billing and monetization methodology.

APPROACH

The Company was introduced to BluLogix; and BluLogix immediately started their Discovery process and recommended a solution. The Company ultimately chose BluLogix because the solution:

- Addressed both current and future B2C subscription needs to support growth potential.
- Provided advanced functionality immediately beyond what other vendors could support.

SOLUTION DIFFERENTIATORS & CAPABILITIES

- Multi-level Product Support for multiple product groups and services.
- Out-of-the-Box eCommerce Storefront.
- Flexible Provisioning for service activation and termination initiated by orders, terms of services, and dunning; plus automated requests with service platforms and Gemalto.
- Rebilling & consumption support.
- Robust invoicing for catalog-based subscriptions plus recurring, non-recurring, ad-hoc and consumption-based charges with multiple invoice templates & currencies.
- Revenue recognition using multiple time-based and product-based revenue allocation rules to generate required GL transactions. Customer enhancements to support relative fair market value rules.
- Responsive ticket resolution via email and ticketing system.
- Globalization support for multiple currencies at the price book and customer group levels for quotes/orders, invoices, and payments.
- Multi-user support and access roles.
- Technical flexibility to support seamless Salesforce integration for a standardized quote-to-cash business process as well as key data migration for customers, license, orders and invoice history.

KEY OUTCOMES

Competitive Subscription Offering:

- Today, the Company develops subscription offerings to deliver their solutions to market in ways that competitors simply cannot match.

Reliable Recurring Cash Flow:

- An example offering is pre-paid subscription based on the number of words used through the translation software. This pre-paid component establishes reliable recurring cash flow.

Additional Revenue through Overages:

- An additional component measures the actual number of words translated and charges an overage for the number of words that fall outside of the pre-paid subscription cap. This gives the customer the flexibility to use the software without constraint while providing additional revenue for the Company.

ABOUT BLULOGIX As the world's most experienced B2B billing and monetization experts, BluLogix delivers a subscription and consumption billing platform that accelerates revenue growth, enables digital transformation, and empowers channels. BluLogix is committed to helping customers solve complex billing problems by leveraging a proven, adaptable billing and monetization methodology.